

**WHO  
MAKES THE  
NEWS?**



## **AFRICA**

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# **Global Media Monitoring Project 2010 Regional Report**



# Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an interregional NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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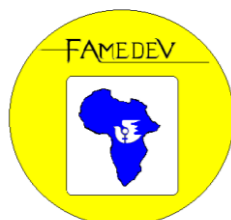
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## Preface

### Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their regional radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

### Regional Context

*(The following section pertains to the West and Central Africa sub-regional contexts)*

**Afrique de l'Ouest et Afrique centrale :** La majeure partie des Etats d'Afrique aussi bien de l'ouest que du Centre ont ratifié le protocole à la charte africaine des droits de l'homme et des peuples relatif aux droits de la femme africaine. Certains même ont matérialisé la mise en œuvre des

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<sup>1</sup> *Global Media Monitoring Project, Women's participation in the news.* Regional Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project.* 2000

recommandations de la CEDEAO en adoptant une politique genre en se positionnant clairement en faveur de l'égalité des sexes.

Il est clairement stipulé dans ladite charte que : « la jouissance et l'exercice par les femmes, en toute égalité avec les hommes, des droits humains et libertés fondamentales dans tous les domaines »

Mais, même si les femmes constituent 70% de la population dans ces deux parties de l'Afrique, faudrait-il que ces politiques ou ces volontés de la part de nos gouvernements soient traduites dans tous les niveaux de sphère. La violence domestique et les actes de violence à l'encontre des femmes sont aussi en augmentation, notamment dans les pays en situation en conflit. Malgré des avancées récentes, les inégalités entre les sexes dans les domaines des droits fondamentaux, des ressources et des possibilités économiques restent profondément ancrées en Afrique.

Au fil des ans, il est apparu clairement que la pérennisation de la marginalisation des femmes tient notamment au fait que les questions de genre n'ont pas été entièrement ou systématiquement prises en compte dans le cadre des processus de formulation et de mise en œuvre des politiques et des programmes nationaux. En outre, les contributions des femmes n'ont pas non plus été incluses dans les systèmes de comptabilité nationale. En conséquence, les femmes ont tendance à être exclues du processus général.

Pour la plupart des gens à travers le monde, les médias d'information occupent une place prépondérante et sont la principale source d'information, d'idées et d'opinions. Ce sont des éléments essentiels de l'espace public et privé dans lequel les citoyens, les nations et les sociétés évoluent. Une nation ou une société qui ne se connaît pas complètement ne peut pas répondre aux aspirations de ses citoyens. Le contenu et les sujets apparaissant dans l'actualité et la façon dont les gens et les événements sont présentés ont une grande importance. Ce qui n'est pas montré ou relaté est également très révélateur. Dans le monde entier, les médias renforcent les fondements culturels qui entraînent l'inégalité des sexes et la discrimination à l'encontre des femmes.

Nous avons pris part à cette session du monitoring des médias car le rôle de la femme dans les médias est au cœur des objectifs du Réseau interafricain pour les femmes, médias, genre et développement (FAMEDEV). Le GMMP a un double sens pour nous car non seulement c'est un mécanisme fort de suivi de l'évolution de la femme dans les médias mais également il permet de manière spécifique à mesurer le degré d'implication des femmes dans les médias à travers la présentation des nouvelles, le rôle qu'elles jouent dans les organes de presse mais surtout comment elles sont traitées dans les nouvelles.

Nous avons déjà participé à cette épreuve en 2005 et non seulement c'était très intéressant mais les résultats issus de GMMP 2005 avaient révélé une très faible implication des femmes dans les médias à travers la présentation des médias, leur rôle dans les reportages, mais surtout comment elles étaient traitées. Cette année, il fallait encore le faire pour évaluer l'impact des actions menées par les différentes organisations pour améliorer la condition féminine dans les médias.

## Executive Summary

This report presents the African region findings of the Fourth Global Media Monitoring Project (GMMP 2010). The GMMP is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The GMMP has since then spread to more than 100 countries globally. News media remain the major and most influential source of information, ideas and opinion for most people around the world. Across the world, media play a key role in the struggle for gender equality by challenging the perceptions of the public.

The findings in this report are based on data collected from 1,681 stories monitored in print, radio and television news on 10 November 2010 in 26 African countries.

The monitoring methodology applied qualitative and quantitative approaches. Media Monitoring Africa (MMA) of South Africa was responsible for database management and production of the statistical tables. This report is jointly prepared by the GMMP regional coordinators for Eastern, and Central & Western Africa – the African Woman and Child Feature Service (AWC) in Kenya and Le Réseau interafricain pour les femmes, medias, genre et développement (FAMEDEV) based in Senegal.

## Key Findings

The Africa GMMP 2010 regional report shows a continued poor presence of women in news media in the continent. Only 19% of the people in African news are female, similar to 2005. Women's visibility in the news has been boosted mainly by their presence in stories on science and health (46%), crime and violence (40%), economy (34%), social and legal (33%), politics and government (32%), and celebrity, arts and sports news (17%).

Women appear most as homemakers (68%) and as unemployed persons (58%). On the monitoring day 4 news subjects were described as sex workers, all of whom were female.

Women are heard most as persons providing accounts based on their personal experience, at 38% of persons interviewed in this capacity. They are severely under-represented as experts and spokespersons, comprising only 20% and 15% respectively of persons heard in these capacities.

Only 34% of the news is presented and reported by women in the region, well below the world average of 42%. In fact, Africa lags behind all other regions worldwide in terms of the share of news stories reported and presented by women.

## Conclusions and Recommendations

The Africa GMMP 2010 regional report shows that currently, there is a huge gender gap in the representation of women in both print and electronic news media in terms of their contribution as news sources as well as in reporting news. The research highlighted gender inequality and stereotypical coverage which may be addressed through appropriate legislation and regulations guiding media laws and regulatory frameworks in the region. The challenge therefore is to devise appropriate legislative and media policy regulations targeting media houses to compel them to adopt appropriate laws to promote gender equality and women advancement in the news media.

### Representation of Women in media in Africa

1. Only 19% of the people in news in Africa are female.
2. Politics and government issues dominate the news media, on television, radio and in print news.
3. Only 30% of the news is reported by women, in contrast to 70% in the case of male reporters.

## AFRICA REGION GMMP 2010 REPORT

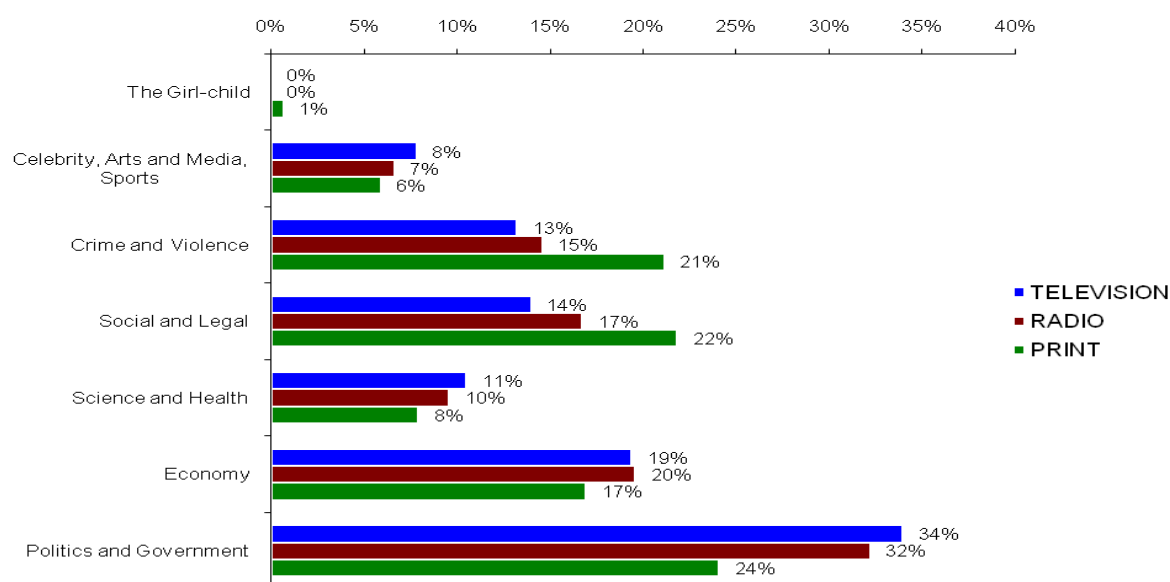
### TOPICS IN THE NEWS

The news stories were captured under seven major topic areas namely: Politics/government, Economy, Science/health, Social/legal news, Crime/violence, Celebrity/Arts/Media/Sports and the Girl-Child.

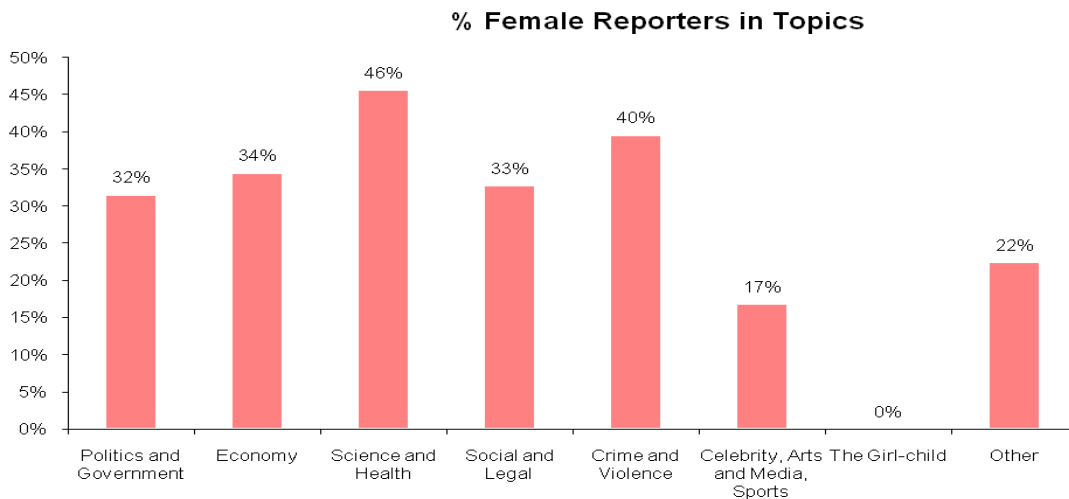
Topic	PRINT	RADIO	TELEVISION	N
Politics and Government	24%	32%	34%	<b>506</b>
Economy	17%	20%	19%	<b>299</b>
Science and Health	8%	10%	11%	<b>138</b>
Social and Legal	22%	17%	14%	<b>308</b>
Crime and Violence	21%	15%	13%	<b>283</b>
Celebrity, Arts and Media, Sports	6%	7%	8%	<b>115</b>
The Girl-child	1%	0%	0%	<b>5</b>
Other	2%	1%	1%	<b>27</b>
<b>total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>1681</b>

The findings indicate that politics and governance issues dominated the news in region as captured by 506 news items spread across the three mediums: television (34%), radio (32%) and print (24%). Economic news was ranked second with 299 news items while social and legal stories were the third dominant news on the monitoring day. News on the girl-child issues got very minimal coverage; a paltry 1% in the print news illustrating the low prominence given to issues affecting the girl-child in region as a whole.

**Topics in the News**



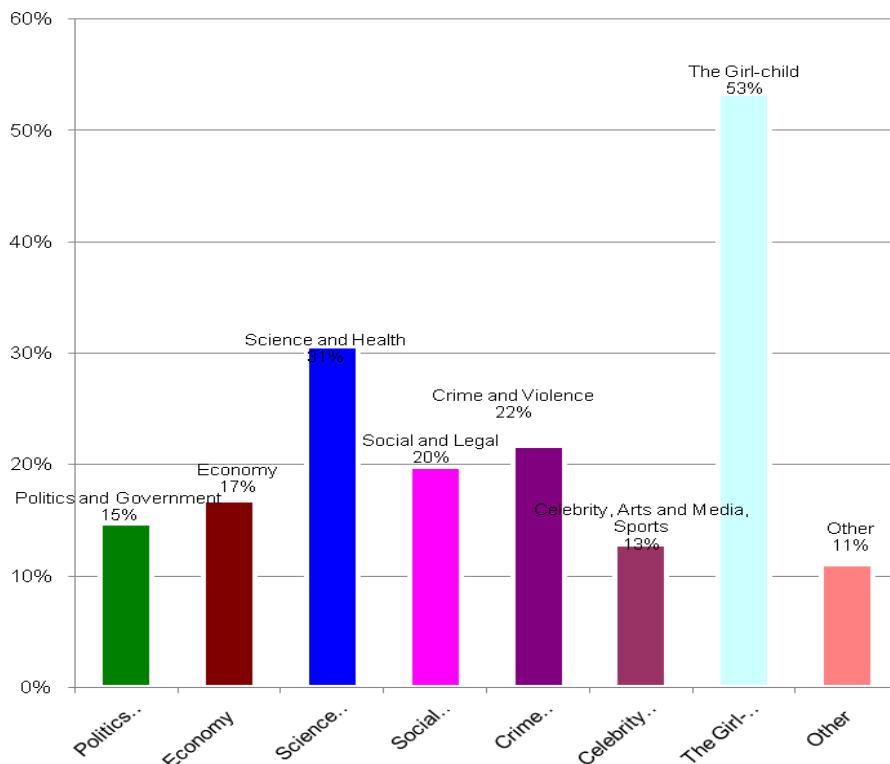
The topics that made news were further broken down by the sex of the reporter. The GMMP 2010 data reveal women's visibility as sources of news has mainly been boosted by their presence in stories on science and health (46%) and in stories on crime and violence (40%).



### Overall Presence of Women in the News in 2010

12 countries in Africa participated in the first GMMP which found that 22% of the news subjects were female. A similar number of countries took part in the second GMMP in 2000 which found a halving of this statistic, to only 11% of news subjects. The year 2005 saw an increase in the number of participating countries to reach 18 in total. During that year, the GMMP found that 19% of news subjects in Africa were female. Currently, with an even larger increase in the number of participating countries (26), the statistic has remained constant: 19% of news subjects in the region are female. That the statistic has remained constant suggests a confirmation of this finding.

Currently, 31% of subjects in news on science and health are female, 22% in crime news, 20% in social/legal news, 17% in stories on the economy and only 15% in political news.



## Presence of Female and Male News Subjects by Medium

The GMMP 2010 reveals that men continue to dominate the news medium in the region. In print news, only 20% of the news subjects were female, compared to 80% for men. 18% of news subjects in television news and 15% of those in radio newscasts were female..

Table 1: Presence of Female and Male News subjects by News Medium

Sex	PRINT		RADIO		TELEVISION	
	2010	N	2010	N	2010	N
Female	20%	331	15%	64	18%	121
Male	80%	1241	85%	345	82%	460

## News Sources

The study also analysed the proportion of female and male news subjects in stories of different scopes; local, national, national and other and international/foreign stories. 22% of news subjects in local news are female, National and others (21%), International (19%) and National news (16%).

Table 2: Females in stories of different scopes

Scope	Female %F	
	2010	N-F
Local	22%	163
National	16%	225
National and other	21%	72
International	19%	53

The 2010 GMMP study further analysed the presence of female and male news subjects in the region by story topic. Women were most present as news subjects in stories on women in political power and decision-making, at 69% of news subjects, followed by women electoral candidates (64%), family relations, inter-generational conflict, (64%) and news on the women's movement (63%).

Table 3: Sex of news subjects in different story topics by GMMP 2010

Story Topics	2010
Women in political power and decision-making (local, regional, national),	69%
Women electoral candidates (local, regional, national),	64%
Peace, negotiations, treaties...(local, regional, national),	7%
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	11%
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	1%
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	20%
National defence, military spending, military training, military parades, internal security ...	12%
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	13%
Economic policies, strategies, models (national, international) ...	14%
Economic indicators, statistics, business, trade, stock markets ...	8%
Economic crisis, state bailouts of companies, company takeovers and mergers ...	20%
Poverty, housing, social welfare, aid to those in need ...	25%
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	54%
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	19%
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	13%
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	40%
Transport, traffic, roads .....	10%
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	21%



Story Topics	2010
Science, technology, research, funding, discoveries, developments ...	23%
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	31%
HIV and AIDS, incidence, policy, treatment, people affected ...	38%
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	9%
Birth control, fertility, sterilization, amniocentesis, termination of pregnancy ...	33%
Environment, nature, pollution, global warming, ecology, tourism ...	30%
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	43%
Development issues, sustainability, community development ...	16%
Education, child care, nurseries, pre-school to university, adult education, literacy ...	22%
Family relations, inter-generational conflict, single parents ...	64%
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities.	10%
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	23%
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	13%
Women's movement, activism, events, demonstrations, gender equality advocacy ...	63%
Changing gender relations, roles and relationships of women and men inside and outside the home ...	60%
Family law, family codes, property law, inheritance law and rights ...	13%
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	10%
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	20%
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	10%
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	24%
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	52%
Child abuse, sexual violence against children, trafficking, neglect.	42%
War, civil war, terrorism, state-based violence ...	2%
Riots, demonstrations, public disorder ...	24%
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	19%
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	16%
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	22%
Arts, entertainment, leisure, cinema, theatre, books, dance ...	29%
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	21%
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	3%
Sports, events, players, facilities, training, policies, funding ...	6%
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	16%
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	53%

## News media representation of women's occupations

Women appear most as homemakers (68%) and as unemployed persons (58%). On the monitoring day 4 news subjects were described as sex workers, all of whom were female.

Table 4: Position or Occupation of News Subjects by sex of reporters GMMP 2010

Position or Occupation of News Subjects by sex	Female %F	F-N
Royalty, ruling monarch, deposed monarch, any member of royal family ...	26%	16
Government official, politician, president, government minister, political leader, political party staff, spokesperson ...	15%	144
Government employee, public servant, bureaucrat, diplomat, intelligence officer ...	15%	44
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	10%	15
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker ...	21%	13
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist ...	36%	11
Science or technology professional, engineer, technician, computer specialist ...	5%	1
Media professional, journalist, video or film-maker, theatre director ...	22%	12

<b>Position or Occupation of News Subjects by sex</b>	<b>Female %F</b>	<b>F-N</b>
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	18%	20
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	17%	29
Office or service worker, non-management worker in office, store, restaurant, catering ...	15%	2
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	18%	8
Agriculture, mining, fishing, forestry worker ...	5%	2
Religious figure, priest, monk, rabbi, mullah, nun ...	7%	3
Activist or worker in civil society organization, non-governmental organization, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations ...	21%	45
Sex worker, prostitute ...	100%	4
Celebrity, artist, actor, writer, singer, radio or television personality ...	20%	8
Sportsperson, athlete, player, coach, referee ...	3%	2
Student, pupil, schoolchild	30%	9
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	68%	18
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	30%	5
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	40%	14
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	48%	1
Criminal, suspect. Code this only if no other occupation is given, e.g., a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	1%	1
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	58%	9
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	26%	9
overall	19%	445

### Functions of Female and Male News Subjects

The survey established that women comprised 34% of those providing information in the news based on their personal experiences. Women were 33% of interviewees providing popular opinion in the news. They were also 33% of those speaking as eye-witnesses.

Table 5: News Subjects as Function in the News Story by sex - GMMP 2010

<b>News subject's function</b>	<b>Female %F</b>	<b>F-N</b>
Subject: the story is about this person, or about something the person has done, said etc.	17%	152
Spokesperson: the person represents, or speaks on behalf of another person, a group ...	15%	148
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	20%	82
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	34%	45
Eye witness: the person gives testimony or comment, based on direct observation	33%	29
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	33%	29
Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	12%	5

### Constructing 'Victims' in the News

This component describes the results on female and male news subjects who are portrayed as 'victims'. Overall, women constituted 28% of all "victims" in the news, compared to 72% for the males. Women were 48% of those described as victims of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking. They were 37% of those portrayed as victims of discrimination based on gender, race, ethnicity, age, religion, and 36% of those described as victims of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault,

marital rape or murder. Given that women were only 19% of all news subjects in the region, these statistics evidence an over-representation of women in all victim categories.

Table 6: Identification as a Victim - GMMP 2010

Victim Type	Female %F		Male %f	
	2010	N	2010	N
Victim of an accident, natural disaster, poverty, disease, illness ...	24%	14	76%	29
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder ...	36%	8	64%	16
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking ...	48%	8	52%	7
Victim of other crime, robbery, assault, murder ...	16%	9	84%	20
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning ...	0%	0	100%	2
Victim of war, terrorism, vigilantism, state-based violence ...	19%	2	81%	15
Victim of discrimination based on gender, race, ethnicity, age, religion, ability ...	37%	3	63%	7
Other victim	31%	14	69%	33

### Identity and Family Status in the News

The data reveal that 11% of women appearing in news in the region were identified by their family status compared to only 4% of male in the news. This finding indicate that news in the region continue to portray women by their gender roles thus denying them their identities as individuals and thus eroding the gains made by women in securing positions of authority and responsibility in life and public office outside the home.

Table 7: Identity and Family Status in the News GMMP 2010

Whether identified by family status	Female %F		Male %F	
	2010	N	2010	N
No	89%	453	96%	1969
Yes	11%	62	4%	73

Further analysis on who mentions identity and family status in the news reveal similarities in reporting patterns between female and male reporters. Both identify female news subjects by family status to similar extents: female news personnel identify female news subjects by their family status 15% of times, while male news personnel identify female news subjects by their family status 13% of times. The research also found similarities in the propensity to identify male news subjects by their family status. The finding calls for more advocacy and awareness in all news personnel on gender biases in reporting practices.

Table 8: Sex of Reporter/Announcer in the GMMP 2010

Year	2010					
	Female			Male		
Sex of reporter/announcer	Female	Male	N	Female	Male	N
No	85%	96%	349	87%	95%	1091
Yes	15%	4%	27	13%	5%	79

### Images in the News

The power of images or photography in conveying news is recognized the world over. The GMMP 2010 study analyzed photographs of female and male news subjects appearing in the newspapers in

the region. The data reveals that female news subjects were more likely to be photographed (24%) compared to (18%) for the male news subjects.

Table 9: News subjects in GMMP 2010

News subjects:	Female %F		Male %F	
	2010	N	2010	N
Whether photographed				
No	76%	231	82%	906
Yes	24%	93	18%	299

## WHO DELIVERS THE NEWS?

The GMMP 2010 research also assessed the portrayal of women in news media by studying the percentage of news stories presented by women versus the percentage of news stories presented by men. Men present 61% of the news compared to 39% in the case of female presenters illustrating a clear gender imbalance in the news in Africa.

Table 10: News Presenters in broadcasting by sex - GMMP 2010

Presenters in broadcasting by sex	2010	N
Female	39%	377
Male	61%	575

### Presenters on TV and Radio

The GMMP 2010 further analysed the percentage of news stories presented by women versus the percentage of news stories presented by men on TV and radio. The representation of women varies greatly across the news medium in Africa. Overall, women present only 34% of the news compared to 66% by male presenters.

The study collected statistics on the age of female television announcers and reporters. Female announcers are over-represented in all age-groups except one, that is, announcers from 50 to 64 years old. The data indicate that of announcers from 19 to 34 years old, 68% are female. Of those 35 to 49 years old, 54% are female and 64% of announcers 65 years and older.

Table 11: Distribution of TV Announcers by Age - GMMP 2010

Age of TV Announcers	Female %F	
	2010	N
19-34	68%	29
35-49	54%	80
50-64	42%	65
65 years or more	64%	20

On television, females are markedly under-represented in all age groups. The highest percentage is in reporters 35 to 49 years old, 45% of whom are female. The percentages drop in all other age groups particularly in the case of reporters 65 years and older, only 28% of whom are female.

Table 12: Distribution of TV Reporters by Age - GMMP 2010

Age of TV Reporters	Female %F"	
	2010	N
19-34	37%	37
35-49	45%	106
50-64	30%	54
65 years or more	28%	11

## Who are the reporters?

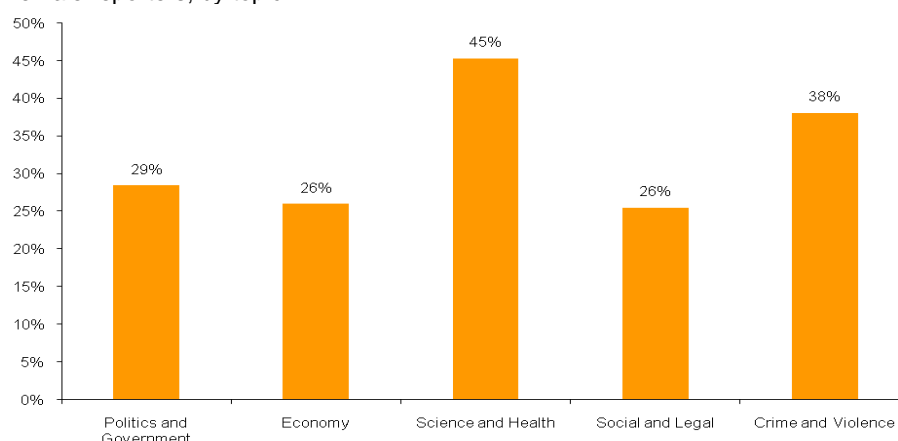
Overall, only 30% of news stories in Africa are reported by women, compared to 70% by male reporters. This statistic is broken down further as 38% of stories on radio, 36% of TV stories and 24% of print news stories.

Table 13: Distribution of Female TV, Radio and Newspapers Reporters - GMMP 2010

Female Television, Radio & Newspapers Reporters	Female %F	
	2010	N
Media Type		
Print	24%	167
Radio	38%	45
Television	36%	89
	30%	301

Women report 45% of stories on science and health, 38% of stories on crime and violence and 29% of those on politics and government. Women report 26% of stories on the economy as well as those under social and legal news.

Female reporters, by topic



## Reporters and news subjects in Africa

The 2010 GMMP analysed whether there were differences between female and male reporters in terms of selection of female and male news subjects. Despite reporting only 30% of all news stories, females selected 41% of the women interviewed in the news. This suggests a significantly higher tendency of female reporters to select female news sources in comparison to male reporters. Almost three quarters of the men appearing in the news as sources were selected by male reporters. These statistics evidence sharp differences in source selection patterns between female and male reporters.

Table 14: Selection of News Subjects - GMMP 2010

Selection of News Subjects	Female reporters	Male reporters
Female source	41%	59%
Male source	28%	72%

## GENDER AND THE NEWS

**Women's centrality in the news:** Women are a central focus in 10% of news stories in Africa. Stories of particular importance to women such as their participation in economic processes, gender-based violence and their participation in political processes are more likely to focus centrally on women. Interestingly, stories on the rural economy are least likely to focus centrally on women.

Table 15: Women's centrality in the news - GMMP 2010

Story Topic	% Yes	N
Changing gender relations, roles and relationships of women and men inside and outside the home ...	100%	2
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	68%	11
Women's movement, activism, events, demonstrations, gender equality advocacy ...	66%	8
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	65%	20
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	61%	3
Women in political power and decision-making (local, regional, national),	60%	8
Women electoral candidates (local, regional, national),	31%	6
Child abuse, sexual violence against children, trafficking, neglect.	31%	4
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy ...	27%	1
HIV and AIDS, incidence, policy, treatment, people affected ...	25%	5
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	21%	1
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	18%	1
Beauty contests, models, fashion, beauty aids, cosmetic surgery ...	17%	1
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	17%	6
Arts, entertainment, leisure, cinema, theatre, books, dance ...	17%	4
Family relations, inter-generational conflict, single parents ...	16%	2
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	16%	8
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	15%	1
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	14%	3
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	14%	1
Peace, negotiations, treaties...(local, regional, national),	13%	4
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	12%	9
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	11%	6
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	10%	12
Economic policies, strategies, models (national, international) ...	10%	3
Poverty, housing, social welfare, aid to those in need ...	9%	1
Environment, nature, pollution, global warming, ecology, tourism ...	9%	5
Sports, events, players, facilities, training, policies, funding ...	7%	4
Other subject: use only if none of the above subject codes is suitable (specify the subject in 'Comments' section of coding sheet)	7%	2
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	6%	3
Development issues, sustainability, community development ...	6%	2
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	6%	5

Story Topic	%	N
	Yes	
Family law, family codes, property law, inheritance law and rights ...	5%	1
Education, child care, nurseries, pre-school to university, adult education, literacy ...	5%	8
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	5%	5
Media, including new media (computers, internet), portrayal of women and/or men, pornography ...	3%	1
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	3%	5
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	2%	2
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	1%	1
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	1%	1
TOTAL	10%	176

Female reporters contribute 42% of the stories in which women are central despite reporting only 30% of the stories. This evidences a gender disparity in reporting patterns: stories by female reporters are more likely to contain women as central subjects than stories by male reporters.

Table 16: Women's centrality in the news, by sex of reporter - GMMP 2010

	Female		Male	
	%F	N	%M	N
No, women are not central	28%	237	72%	663
Yes, women are central	42%	49	58%	87

### Highlighting Gender Equality and Inequality Issues

The research gathered evidence on patterns in tendencies to highlight issues of gender equality and inequality. Men report 64% of the stories that highlight inequality issues. Women tend to report more stories that highlight gender (in)equality in topics that impact women more, such as stories on women's political participation and stories on culture.

Table 17: Stories highlighting issues of gender equality or inequality issues in Africa -GMMP 2010

	F		M	
	%	N	%	N
Women electoral candidates (local, regional, national),	100%	1	0%	0
Changing gender relations, roles and relationships of women and men inside and outside the home ...	100%	1	0%	0
Family law, family codes, property law, inheritance law and rights ...	100%	2	0%	0
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	100%	1	0%	0
Child abuse, sexual violence against children, trafficking, neglect.	100%	2	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	100%	1	0%	0
Women in political power and decision-making (local, regional, national),	87%	4	13%	1
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	75%	3	25%	1
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	72%	5	28%	2

	F		M	
	%	N	%	N
Women's movement, activism, events, demonstrations, gender equality advocacy ...	66%	4	34%	2
HIV and AIDS, incidence, policy, treatment, people affected ...	54%	6	46%	6
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	42%	7	58%	6
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	39%	3	61%	4
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities..	35%	2	65%	1
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	33%	1	67%	2
Birth control, fertility, sterilization, amniocentesis, termination of pregnancy ...	32%	2	68%	5
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	13%	2	87%	3
Development issues, sustainability, community development ...	11%	3	89%	7
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	10%	3	90%	8
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	10%	1	90%	4
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	0%	0	100%	1
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	0	100%	1
Transport, traffic, roads .....	0%	0	100%	3
Other epidemics, viruses, contagions, Influenza, BSE, SARS ...	0%	0	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy ...	0%	0	100%	8
Family relations, inter-generational conflict, single parents ...	0%	0	0%	0
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	0%	0	100%	3
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	0%	0	100%	1
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	0%	0	100%	2
War, civil war, terrorism, state-based violence ...	0%	0	100%	1
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	0%	0	100%	1
Arts, entertainment, leisure, cinema, theatre, books, dance ...	0%	0	100%	1
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	0%	0	100%	1
	36%		64%	

## Gender Stereotypes in the News

The media can contribute to challenging gender based stereotypes through balanced reporting. The GMMP research sought to establish the extent to which gender stereotypes were prevalent in different story topics. Only 5% of stories were found to clearly challenge gender stereotypes.

Out of all story topics, those on HIV and AIDS were found to challenge gender stereotypes the most; 11% of stories on this issue challenge stereotypes. Stories on birth control, education and health were also found to challenge stereotypes more frequently relative to other story topics. Stories on domestic policies, economic policies and peace however were found to reinforce gender stereotypes more frequently than other story topics.

The findings on all story topics are displayed in Table 18 below.



Table 18: Gender Stereotypes in the News -GMMP 2010

Stories where issues of gender/inequality are raised by topic	The story challenges gender stereotypes	The story reinforces gender stereotypes
	%	%
HIV and AIDS, incidence, policy, treatment, people affected ...	11%	0%
Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	10%	9%
Birth control, fertility, sterilization, amniocentesis, termination of pregnancy ...	9%	
Education, child care, nurseries, pre-school to university, adult education, literacy ...	8%	4%
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)...	6%	3%
Women's movement, activism, events, demonstrations, gender equality advocacy ...	6%	1%
Gender-based violence, femicide, harassment, domestic violence, rape, trafficking, genital mutilation ...	6%	2%
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	5%	3%
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	5%	0%
Women in political power and decision-making (local, regional, national),	4%	0%
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	4%	1%
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment ...	3%	3%
Transport, traffic, roads .....	3%	3%
Development issues, sustainability, community development ...	3%	3%
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities.	3%	3%
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	3%	1%
Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	2%	5%
Child abuse, sexual violence against children, trafficking, neglect.	2%	1%
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash ...	2%	3%
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	1%	1%
Religion, culture, tradition, controversies, teachings, celebrations, practices ...	1%	3%
Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	1%	4%
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) ...	1%	4%
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)...	1%	0%
Women electoral candidates (local, regional, national),	0%	1%
Peace, negotiations, treaties...(local, regional, national),	0%	5%
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	0%	4%
National defence, military spending, military training, military parades, internal security ...	0%	3%
Economic policies, strategies, models (national, international) ...	0%	6%
Economic indicators, statistics, business, trade, stock markets ...	0%	2%
Economic crisis, state bailouts of companies, company takeovers and mergers ...	0%	1%
Poverty, housing, social welfare, aid to those in need ...	0%	1%
Rural economy, agriculture, farming practices, agricultural policy, land rights ...	0%	2%
Consumer issues, consumer protection, regulation, prices, consumer fraud ...	0%	1%
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	1%
Science, technology, research, funding, discoveries, developments ...	0%	1%
Environment, nature, pollution, global warming, ecology, tourism ...	0%	3%
Family relations, inter-generational conflict, single parents ...	0%	1%

Stories where issues of gender/inequality are raised by topic	The story challenges gender stereotypes	The story reinforces gender stereotypes
	%	%
War, civil war, terrorism, state-based violence ...	0%	1%
Riots, demonstrations, public disorder ...	0%	1%
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	0%	2%
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	0%	2%
Arts, entertainment, leisure, cinema, theatre, books, dance ...	0%	1%
Sports, events, players, facilities, training, policies, funding ...	0%	4%

Stories by female reporters challenge stereotypes over two times more than those by male reporters. Stories by male reporters tend to reinforce stereotypes more frequently than those by female reporters. This finding once again suggests a sex disparity in reporting patterns, where females are much more likely than males to report stories in a less gender-stereotypical manner.

## SUMMARY AND CONCLUSIONS

The GMMP African regional findings evidence the persistence of an enormous gender gap in the presence of women in news media. With female news subjects still at only 19% compared to 81% for men, gender balance in African news is far from being attained.

The findings also show sharp gender inequalities in news media practice in terms of the proportion of stories reported by females in contrast to those reported by males.

The issues may be addressed through appropriate legislation and regulations guiding media laws and regulatory frameworks in the region. The challenge is to devise appropriate legislative and media policy regulations to compel media houses to adopt appropriate laws to promote gender equality and women's advancement in and through the media.

## THE NEXT FIVE YEARS

Immediate review of prohibitive laws / policies and administrative procedures (in both print and electronic media) that to date impede women's advancement in news career development is needed. Media houses in Africa should encourage women's equal and full participation in gathering, writing and producing hard news (such as in politics, crime, violence and science and technology). Media houses should put in place gender responsive policies that will see more women employed as new casters / reporters in technical areas.

### **Specific Recommendations**

1. Increase engagement with media decision makers to develop friendly and gender responsive policies in the newsroom that would see more women recruited and engaged in news sourcing and casting in Africa.
2. Target setting. For Africa to reverse the prevailing gender imbalances, the GMMP working together with other stakeholders need to set clear targets for legal and policy change to create enabling environment for women media practitioners. The targets could range from state / public broadcasting agencies to private media houses and training institutions.
3. Increased engagement with media regulatory authorities to adopt international best practices on gender and media regulations. Sensitize media houses on gender balanced reporting and fair coverage.
4. Expand and build a fair and gender balanced reporting on issues of concern to women, the rights of the girl-child in Africa.

## Annex 1. Methodology

Each participating region was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the regional media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each region reflects the density and diversity – audience, ownership, language – of media in each region.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and regional coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, regional coordinators were trained by the regional coordinator via teleconference. In some countries, regional coordinators provided advance training to volunteer monitoring groups.

In each region monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to regional, interregional and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

## **Annex 2. List of Countries**

Benin  
Botswana  
Burkina Faso  
Burundi  
Cameroon  
Congo, Dem Rep  
Congo, Rep (Brazzaville)  
Ethiopia  
Ghana  
Guinée Conakry  
Kenya  
Lesotho  
Madagascar  
Mauritania  
Mauritius  
Namibia  
Niger  
Nigeria  
Senegal  
South Africa  
Sudan (south)  
Tanzania  
Togo  
Uganda  
Zambia  
Zimbabwe

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